

# Erik Sander

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## Senior Graphic Designer

Innovative and strategic marketing leader experienced in developing groundbreaking design solutions that improve the client's success and the bottom line. Excel in driving engagement, results, and retention through the cultivation of brand awareness and the creation of unique content designed to exceed organizational goals.

### SKILL SET

Multichannel Marketing | Graphic Design Strategy | Client Engagement | Project Management  
Conceptual Design | Front End Development | WordPress Design | Adobe Creative Suite  
UI / UX Development | Agile Scrum | Branding | Motion Graphics | Strategic Communications  
Campaign Strategy | Print Media & Collateral | Digital Media | Social Media Management  
Content Development | Trade Show Design | Cross-functional Collaboration

### PROFESSIONAL EXPERIENCE

#### Senior Graphic Designer | Guidepoint Systems, Fort Worth, Texas Apr 2013 - Present

- Capitalize on keen knowledge of the latest design technology and trends combined with a creative flair to produce visually appealing design projects including apps, websites, print, and digital media
- Collaborate internally with software development, business development and client-facing team leads to fulfill specific client requirements and deliver world-class user experiences
- Utilize industry-leading software applications including Bootstrap, HTML5, CSS3, and JavaScript to build semantic, accessible, and maintainable front-end interfaces
  - Served as the product owner and lead UI/UX designer for a new mobile app, coordinating the design output and workflow of a cross-functional team to complete the project in 9 months
  - Oversaw an external marketing firm to plan, design, and introduce a new company website, contributing all content, images, and UX to launch the site within four months

#### Owner/Operator | ES Construction, Bedford, Texas Jun 2012 - Apr 2013

- Subcontracted with SBC Construction to provide commercial interior painting services, painting multiple apartment units daily
- Maintained up to date knowledge of the latest commercial painting techniques, products, and workplace safety requirements to provide reliable, accurate services
- Recorded all material purchases and paint volume per project to facilitate accurate billing

#### Graphic Designer | Centerline Supply, Grand Prairie, Texas Mar 2012 - Jun 2012

- Engaged clients nationwide across the government, independent and private sectors to design creative assets in alignment with branding standards and specific project requirements
- Created and assisted with the installation of full vehicle wraps for vehicles of all shapes and sizes

### ADDITIONAL EXPERIENCE

**Bartender** | Toadies Bar, Bedford, TX and Beer Island, Houston, TX

**Sales Associate** | Neil Corporation-Aveda, Houston, TX

### EDUCATION AND TECHNICAL SKILLS

**Bachelor of Fine Arts Degree** | The Art Institute of Dallas – Dallas, TX

**Technical Skills:** Bootstrap ▪ CSS ▪ HTML ▪ JavaScript ▪ WordPress ▪ Dreamweaver ▪ Illustrator ▪ Photoshop  
InDesign ▪ AfterEffects ▪ Figma